



## Furthering the Green Agenda: Singapore Pushes Build Green Conversations with Mega Business Conventions

*The Singapore Green Building Week is set to foster conversations in Southeast Asia's green building industry, drawing more than 10,000 participants from over 30 countries*

**SINGAPORE**, 8 July, 2014 – Fast becoming a global model for sustainability, the Singapore Green Building Week (SGBW) 2014 is set to see the coming together of governments and businesses globally to network and achieve both economic growth and a greener living environment. Bringing together two mega events in a single location, the sixth edition of SGBW is expected to draw more than 10,000 participants from over 30 countries and will run from 1 – 7 September 2014.

As part of Singapore Green Building Week, the Building and Construction Authority of Singapore (BCA), in partnership with Reed Exhibitions, will host the International Green Building Conference (IGBC), alongside Build Eco Xpo (BEX) Asia. The events will run from 1 – 3 September 2014 at the Marina Bay Sands Expo & Convention Centre in Singapore.

These two key events highlights initiatives and joint efforts that underpin Singapore's vision to be a global leader in green buildings with particular expertise in greening buildings in the tropics and sub-tropics, under BCA's 3rd Green Building Masterplan. Efforts will focus on three key strategic goals: **Continued Leadership; Proven Sustainability Performance;** and **Collaboration and Engagement with Stakeholders** that will accelerate Singapore's leadership in green buildings.

"Much has been achieved over the past six years since we launched the first Singapore Green Building Week. From 17 green building projects to more than 2,000 in nine years is quite an achievement not just for BCA, but for the entire built environment sector comprising developers, architects, engineers, green building professionals, solution providers, and so on. Together, we developed Singapore's green building footprint to where it is today, with more than 62 million m<sup>2</sup> of green Gross Floor Area (or more than 25 % of the total Gross Floor Area) in Singapore. However, the work continues as climate change is a global issue. To further the green agenda – not just in Singapore, but across the region, newsmakers and experts will be convening at this year's IGBC, which will provide the platform for discourse and exchange on the concerted effort to lead, engage and sustain the push towards a greener and more sustainable built environment for all," said Dr John Keung, CEO of BCA.



## IGBC 2014 – Lead, Engage and Sustain

Themed “**Build Green: Lead, Engage & Sustain**”, IGBC 2014 is the anchor event of the Singapore Green Building Week and is expected to attract over 1,000 participants from more than 30 countries. As Asia’s foremost green building and sustainability event, IGBC 2014 will play host to international green building experts, policy-makers, academics and built environment practitioners, and promote a congregation of ideas, collaboration and learning, to achieve a shared vision of a greener and sustainable environment.

Boasting a strong line-up of speakers from Singapore and the regions, as well as countries such as Australia, China, Germany, Japan, the United Kingdom and the United States, participants can look forward to both regional and global perspectives on green building trends, community development, new technologies and best practices. Highlight speakers include **Mr Andrew Grant**, Founder and Director, Grant Associates; **Mr. Stephen Selkowitz**, Senior Advisor, Building Science & Windows and Envelope Group Leader, Building Technology and Urban Systems Department, Lawrence Berkeley National Laboratory; **Mr Mark Caroll**, Senior Partner, Renzo Piano Design Workshop, **Ms. Romilly Madew**, Chief Executive, Green Building Council of Australia and **Dr Wang Xiaodong**, Senior Energy Specialist, East Asia & Pacific region, World Bank.

The **Leadership Plenary Session** sponsored by award winning property group Wing Tai Holdings Limited, will be led by American building scientist **Mr. Stephen Selkowitz** and **Prof Bertil Anderson**, President, Nanyang Technological University, and hosted by **Prof Jason Pomeroy**. Other key sessions under the ‘Lead’ track includes the World Green Building Council-Asia Pacific Network (WGBC-APN) update on Regional Green Building developments . This session examines the green building movement in the Asia-Pacific region and discusses how collaboration is necessary to connect the industry with best practice across the region, as well as the role that strong industry network plays in shaping government policy.

Other highlights of IGBC include student-oriented programmes such as the **BCA-SIA-SGBC International Tropical Architecture Design Competition** which has already attracted entries from 13 countries including Malaysia, Philippines, India, Australia, USA, Nigeria, and Germany. The design competition aims to raise the awareness of the green building movement and initiatives amongst the younger generation and encourage them to become future architects and green experts in tropical green design.

Additionally, BCA has also incorporated a bespoke *industry leader-student exchange* engagement workshop for tertiary students. This complimentary session will provide a rare opportunity for students to hear from distinguished professionals covering various aspects of sustainable green building design.

Participants of IGBC 2014 will also have the opportunity to participate in the highly popular **Green Mark Tours** which will allow them opportunities to see and experience first-hand some of the innovative green building practices and technologies that have been implemented in Singapore today. Key locations include the **CDL Gallery at the Singapore Botanic Gardens’ Heritage Museum**, Singapore’s first zero energy gallery that uses eco-innovative technologies such as Hempcrete (a highly durable biomaterial made from the hemp plant); and **Mapletree Business City** which features innovative waste heat recovery systems and intelligent BMS (Building Maintenance Systems) to reduce energy wastage.



## **BEX Asia 2014 – Building Today, Sustaining Tomorrow**

Taking place alongside IGBC is Southeast Asia's largest business exhibition for the green building industry – the **Build Eco Xpo (BEX) Asia 2014**. Themed "**Building Today, Sustaining Tomorrow**", BEX Asia 2014 will see the coming together of key industry partners for an exchange of business ideas, contacts, venture opportunities and trade to achieve a shared vision of using more green technologies in building design and architecture. Over 350 companies are expected from the globe to showcase related new and innovative products.

One of the features of BEX Asia 2014 is the display of the proprietary Panasonic Energy Management System (EMS) which allows for convenient energy visualisation. The provision of energy consumption data via wireless communications and network technology encourages small behavioural changes towards potential energy and cost savings. In the residential space, the system was part of the Punggol Eco Town test-bed project in 2013. EMS, coupled with energy efficient Panasonic air conditioners, contributed to a monthly average of more than 20% reduction in household energy consumption. Following positive results, Panasonic will replicate and fine tune the system for deployment in hostels, hotels and other big scale commercial buildings in future.

Junichiro Kitagawa, Managing Director, Panasonic Asia Pacific, said, "As the strain on energy resources increases with growing demand and consumption, effective energy management technologies and solutions have to be looked into closely. With the Panasonic Energy Management System, consumers are aware of, and have the ability to monitor as well as make changes to their energy consumption habits. BEX Asia 2014 is the perfect platform for us to communicate our ideas with like-minded individuals in the industry and showcase our technological expertise towards building greener communities and creating a better life and a better world for our stakeholders."

Strengthening the international presence at BEX Asia 2014 is the return of the **Japan External Trade Organisation (JETRO)** and Taiwan pavilions. Following successes of BEX Asia last year, the JETRO pavilion will return bigger, featuring various Japanese Small-Medium Enterprises (SMEs) and their respective technologies to maximise business potentials.

"Our diverse showcase of the latest products and green solutions across the big and small industry players will provide an enabling platform for visitors and companies to network and exchange ideas. Notably, we have seen an increased interest from companies specialising in the timber and wood industry, as well as those providing lighting solutions," says Ms Louise Chua, Business Development Director and Project Director of Reed Exhibitions.

More information about the Singapore Green Building Week, International Green Building Conference and BEX Asia is available at <http://www.sgbw.com.sg/>, <http://www.sgbw.com.sg/about-igbc> and <http://www.bex-asia.com/>.

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### **About Building and Construction Authority (BCA) Singapore**

The Building and Construction Authority (BCA) of Singapore champions the development of an excellent built environment for Singapore. BCA's mission is to shape a safe, high quality, sustainable and friendly built environment, as these are four key elements where BCA has a significant influence. In doing so, it aims to differentiate Singapore's built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, its vision is to have "a future-ready built environment for Singapore". Together with its education arm, the BCA Academy of the Built Environment, BCA works closely with its industry partners to develop skills and expertise that help shape a future-ready built environment for Singapore. For more information, visit [www.bca.gov.sg](http://www.bca.gov.sg).

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organizer, with over 500 events in 41 countries. In 2012 (take the new writeup from Reed website – updated 2013 figures on number of events, industry sector, countries etc.) Reed brought together seven million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organized by 34 fully staffed offices. Reed Exhibitions serves 44 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider. <http://www.reedexpo.com>